PART ONE: MULTIPLE CHOICE ITEMS. (1.5 pt each)

1. Larry Page, Sergey Brin, founders of Google LLC an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, a search engine, cloud computing, software, and hardware. They developed a gatekeeper to most companies helping companies to rank highly on Google. However, if you cannot be Google and found, you virtually do not exist in the consumers' eyes. Incredibly, no one knows exactly how Google ranks the sites it displays to searchers. This case clearly justify about _____

   A. Trademark B. Trade secrets C. Patents D. Copy rights

2. Which one is the **correct order** of the new Product/Service development process\
   A. Idea generation, Idea Screening, Concept Development and Testing, Marketing Strategy Development, Product Development ,Business Analysis, Market Testing & Commercialization.
   B. Idea Screening, Idea generation, Concept Development and Testing, Marketing Strategy Development, Business Analysis, Product Development, Market Testing & Commercialization.
   C. Idea generation, Idea Screening, Concept Development and Testing, Marketing Strategy Development, Business Analysis, Product Development, Market Testing Commercialization.
   D. Idea Screening, Idea generation, Concept Development and Testing, Marketing Strategy Development, Product Development ,Business Analysis, Market Testing & Commercialization.

3. Which product can be offered to a market?
   A. Event B. Person C. Idea D. Good E. Place F. All

4. Which major reason makes the customers to stay in the market?
   A. provide poor product B. provide poor quality C. showing rude behavior
   D. Reducing their complain quickly E. All

5. The only marketing mix that the producers generate revenue is
   A. Place B. product C. price D. promotion E. All

6. Which content can be protected by copyright and patent respectively?
   A. Film & Books C. Poem & Invention
   B. Design & Song D. Invention & Poem

7. Which one of the following is the merit of lease financing?
   A. double taxation
   B. protection of ownership right
   C. unprofitable in case of inflation
   D. leads to intentional damage

8. Which one is **not** true about services?
   A. It cannot be touched or held.
   B. It is doesn't separate the service & the service provider
   C. Easy to measure quality.
   D. It cannot keep it for later use.
   E. All are true

9. _____ Systematic process of gathering and analyzing both qualitative and quantitative information about external market environment.
   A. Market Research B. Market Intelligence C. Market Share D. Market Size

10. Which utility created when a customer buys the product?
   A. Form Utility B. Place Utility C. Time Utility D. Possession Utility

11. Which product or service development stage considers the market entry timing?
   A. Commercializing C. Market Testing
   B. Business Testing D. Concept Testing

12. Which one is **odd**?
   A. Bond B. Credit union C. Microfinance D. Angels

13. An example of _____ is to trade vegetable from your garden for cookies with your neighbor.
   A. Exchange B. Transactions C. Market D. Value

14. When want is backed up by ability to pay or buy is called _____
   A. Want B. Need C. Demand D. Product

15. Which pricing strategy considered as **psychological pricing** strategy method
   A. Mark up pricing
   B. Cost plus pricing
   C. Competition pricing
   D. Odd even pricing

16. Which pricing strategy charges the highest possible price on products?
   A. Price Skimming
   B. price Penetration
   C. Odd even pricing
   D. Mark up pricing

17. Medical supplies distribution for COVID 19 prevention across Ethiopia can be an example of
    A. Reward based crowd funding
    B. Equity based crowd funding
    C. Donation based crowd funding
    D. All

18. Which sentences refers to promotion?
    A. Informing the customer about your product or services.
    B. Making the product available for consumption by customer.
    C. Setting value on your product or services.
    D. All
    E. None

19. Which of the following is **not** the type of gathering primary data?
    A. Observation
    B. Experimentation
    C. focused group
    D. Reference of books
    E. None

20. Which condition should be fulfilled in Intellectual property system in Ethiopia?
    A. It must be new
    B. It should be applicable of industrial application
    C. it should be non-obvious
    D. All

PART TWO- MATCHING. (1 pt each)

A	B
D 1. Production concept	A. It uses creative advertising to convince consumer to buy.
F 2. Product concept	B. Idir and Equib.
H 3. Sales concept	C. Credit given for poor and small enterprise.
A 4. Marketing concept	D. Consumers are interested in product availability and low price.
I 5. Societal concept	E. Credit given by suppliers who sell goods on account.
J 6. Relationship concept	F. Consumer are ready to pay high price for product extra features.
C 7. Micro finance	G. Non profit cooperative and promote saving and give credit for their members.
E 8. Trade credit	H. It deals with building market network with key parties.
G 9. Credit union	I. It deals with the concept of "love the customer not the product."
B 10. Traditional source of finance	J. It deals with improving the consumer satisfaction and society well being.

Part III. Fill the following blank spaces with appropriate words or phrases

1. The political culture, which has no political, understanding because they had been rule by primitive or pre-political orientation is called_____.
2. Among the Willian David Ross's prima facie duty that obligates to compensate for the harmed one has done to others is_____
3. _____are the ethical theory that focuses on the personality of the moral agent.
4. _____theory of ethics argued that the rightness and wrongness of an action is determined by achievement of goals of action and failure to achieve the goals.

Answer sheet